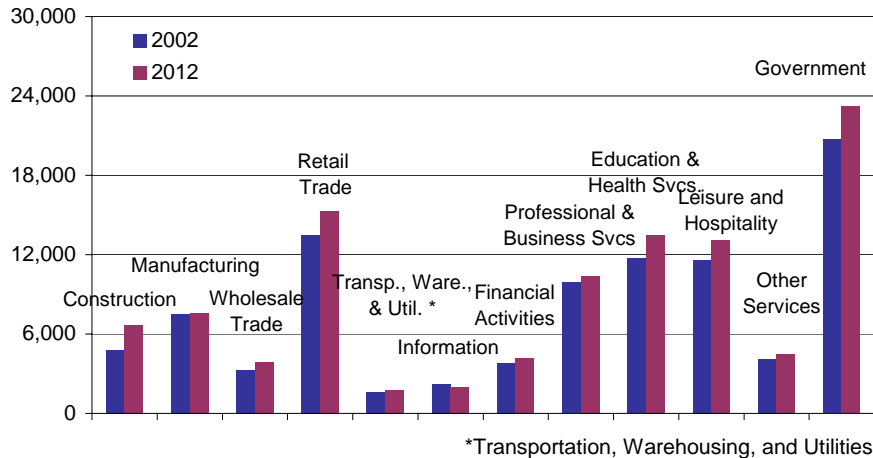


Santa Cruz County Projection Highlights

Industry

Nonfarm wage and salary employment in Santa Cruz County is expected to grow at a 1.2 percent annual rate between 2002 and 2012. Forecasted employment in 2012 is anticipated to reach 106,200, a projected increase of 11,600 new jobs. The projected annual growth rate for Santa Cruz is lower than the growth in California as a whole, which is expected to increase at about 1.8 percent annually. Nearly seven out of ten jobs that will be created through 2012 will be concentrated in Government (2,500), Construction (1,900), Educational and Health Services (1,800), and Retail Trade (1,800).

Below is a graph of the 2002 and projected 2012 employment for the major industries.



Construction is the fastest growing major industry sector growing at an annual rate of nearly 4 percent. Other industries growing much faster than the overall county average of 1.2 percent are: Wholesale Trade (1.8%), Educational and Health Services (1.5%), Leisure and Hospitality (1.3%), Retail Trade (1.3%), and Transportation, Warehousing, and Utilities (1.3%).

Occupations

Occupational projections for the period 2002 to 2012 forecast:

- Over 11,000 new jobs from industry growth,
- Nearly 24,000 job openings from Net Replacements,
- A combined total of over 35,000 job openings.

The top 50 occupations with the most job openings will generate almost 60 percent of all job openings in Santa Cruz County during the 2002-2012 period. These occupations are expected to generate over 20,000 total job openings. While these occupations are typically lower paying, entry level occupations such as Cashiers, Retail Salespersons, and Waiters and Waitresses, higher-skilled and higher paying occupations such as Registered Nurses and General and Operations Managers, and Carpenters are forecasted to have a substantial number of job openings over the ten year period.

The 50 fastest growing occupations are all expected to grow at an annual rate of 1.7 percent or more. Occupations in Construction, Health, Education, and High-Tech related fields are scattered throughout the top fifty fastest growing occupations. Half of these occupations require education beyond high school and some pay over \$30 per hour.

